Focus Area: Residential and Public Areas
Impact Area: Economic |Outdoor Pesticide Use (i.e., city parks, lawn care, urban landscaping, school landscaping)
Roadmap Goal: Reduce potential risks to environment from pesticide use through the use of cost-effective IPM practices

			Impacts	
Inputs	Activities		\Rightarrow	
		Short-Term (Knowledge Change)	Intermediate-Term Behavior Change	
Money People Time In-kind resources, including infrastructure for information delivery and support	Advocacy Groups Children & parents Extension General Public Government Agencies (fed, state, local) Landscape Managers Master Gardeners Pesticide Applicators Policymakers Residents and Homeowners Site staff (Building staff) Activities Field Days Interagency Cooperation Outreach Print/Electronic Materials Research & Demonstration Training-PSEP/PAT Web Sites Workshops	-Target Audiences improve knowledge of efficacy and impacts of IPM tactics -Target Audiences increase knowledge of cost-benefit analyses of IPM tactics -Target Audiences increase knowledge of externalities* associated with pesticide use -Target Audiences increase knowledge of the economic benefits of using precision application equipment and technology -Target Audiences increase awareness about the need to train staff to implement IPM strategies -Target Audiences increase awareness about the cost of pesticides needed to achieve "perfect landscapes" Possible Measures -Collect baseline data to help measure intermediate- and long-term impacts -Use self assessments, pretest/ post-test and follow-up measurement tools to assess changes in knowledge, attitudes, satisfaction, aspirations	-Target Audiences increase use of IPM Tactics -Target Audiences complete cost/benefit analyses of IPM compared to previous approaches -Target Audiences include externalities* in cost/benefit analyses -Target Audiences switch to lower risk pesticides -Target Audiences increase adoption of precision application technology and equipment -Target Audiences train staff and implement IPM strategies -Target Audiences change aesthetic standards Possible Measures -Monitor IPM adoption over time -Monitor cost effectiveness of IPM adoption over time -Document change to use of lower risk pesticides -Monitor sales/use of lower risk pesticides and IPM tactics -Document change to precision application technology and equipment -Document number of Target Audience staff attending IPM trainings -Document requests for IPM training -Target Audiences Monitor IPM adoption over time -Monitor cost effectiveness of	Tarş com appi cost Possible -Co that -Do low-Do prec and -Do IPM prev -Do chailess



Long-Term (Condition Change)

get Audiences save money ipared to previous roaches by implementing effective IPM practices

Measures

nduct cost-benefit analyses include externalities cument cost effectiveness of er risk pesticides and tactic cument cost effectiveness of sision application technology equipment cument cost effectiveness of I adoption compared to vious approaches cument cost effectiveness of nged aesthetic standards saure social acceptance of than perfect landscapes

retaining trained staff -Monitor economic effects of change in aesthetic standards for landscapes
